

Attorney Docket 55121-88011

Amendments to the Claims:

This listing of claims will replace all prior versions, and listing of claims in the application.

Listing of Claims:

Claims 1-97 (cancelled)

Claim 98 (currently amended): A method of interactive advertising and promotion, the method comprising:

providing a hand-held device comprising ~~a circuitry, the circuitry having nonrewritable preprogrammed data embedded thereon by a sponsor prior to providing the hand held device to a user;~~ a receiver operatively associated with the ~~circuitry,~~ the receiver disposed on the hand-held device for receiving auxiliary data from a ~~source~~ display device; a plurality of sequenced LEDs for providing a visual indication of a promotional opportunity available to the user of the hand-held device at redemption; and a central processing unit operatively associated with the ~~circuitry~~ plurality of sequenced LEDs and disposed on the hand-held device, ~~the central processing unit comparing the auxiliary data against the nonrewritable embedded preprogrammed data, wherein said central processing unit triggers promotional opportunities for redemption at a point of sale based on the comparison of the auxiliary data against the nonrewritable embedded preprogrammed data;~~

~~providing a display device for a viewer of an event;~~

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transmitting auxiliary data to the hand-held device from the display device, the auxiliary data being associated with the promotional opportunities opportunity of a sponsor;

receiving the auxiliary data directly from the display device on the hand-held device while viewing the display device;

comparing the auxiliary data against the nonrewritable embedded preprogrammed data; and

triggering the promotional opportunities based on a comparison of the auxiliary data against the nonrewritable embedded preprogrammed data

comparing the auxiliary data against prestored data on the hand-held device to determine whether a data match was identified;

successively illuminating an LED of the plurality of sequenced LEDs when the data match was identified to provide the visual indication of the promotional opportunity available to the user of the hand-held device at redemption, wherein the promotional opportunity available at redemption is determined based on the illumination of the plurality of sequenced LEDs.

Claim 99 (previously presented): The method of claim 98 wherein the hand-held device resembles a snap-shot camera.

Claims 100-107 (cancelled)

Claim 108 (previously presented): The method of claim 98, wherein the auxiliary data is subliminally modulated within an

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active portion of the video signals a video signal presented on
the display device.

Claims 109-165 (cancelled)

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